

THE "POPULAR'S" SEMI-ANNUAL Mid-Season Sale of Silks

Begins Monday, March 9th

THE "POPULAR" is apt to do the unusual, so, with Easter just thirty-five days away, and the heaviest regular business of the season in front, we announce a SALE OF SILKS that considerably surpasses the records of the past—in number of yards, variety and price-saving.

In the face of predictions that this Spring will be one of the largest silk seasons we have ever experienced, we offer silks of quality at matchless prices.

WHEN MEASURED BY THE YARDSTICK of desirability this occasion should meet every purpose of new gowns, Spring suits, blouses, skirts, coats and linings.

There are Foulard Silks galore—the very things that the average store hugs to itself on the plea that they are standard—staple. So they are, but the "Popular" is not content to hold sales merely of goods it wants to get rid of. Besides Foulards you will find Messalines, Chiffon Taffetas, Crepe Meteors and Crepe de Chine, Charmeuse, Wash Habutai, Oriental Pongee, Mikado, Egyptian, Canton, Needle Point and Palm Crepe, etc. We have a silk dress for you. The kind you want and at the price you wish to pay.

Buy the silks for your Easter garment—Monday.

Few Will Resist Buying After Testing the Values

\$1.00 Cheffon Taffeta 59c

2000 yards of Fancy Chiffon Taffetas and other Novelty Silks, in all new designs. Neat effects in figured, checked and striped patterns. All new, bought especially for this sale. Every yard worth \$1.00. Silk Sale Price, yard.....**59c**

75c Messaline Silk 39c

1500 yards of fancy Messaline and Louise Silks, in neat colorings. Pretty striped and checked effects. These silks are sure to please the most discriminating. Regular 65c and 75c a yard values. Mid-Season Silk Sale, yard.....**39c**

\$1.00 Black Messaline at 69c

Full yard wide, all silk, soft quality, high luster black Messaline. A silk that sells the world over at one dollar the yard, and considered cheap at the price. Limit 10 yards to a customer, at.....**69c**

CHARMEUSE—42 inch all silk quality; a beautiful, heavy, lustrous grade, in Copenhagen, wisteria, light blue, pink and black. Very best \$2.50 value. Silk Sale price, yard.....**\$1.69**

MESSALINE—100 different shades of all silk, yard wide messaline in a splendid, soft, heavy quality. Ideal for dresses, slips, linings and drapes. A matchless Silk Sale value at.....**95c**

WASH HABUTAI—Cheney Bros' extra quality striped wash habutai, in neat color effects for shirts, shirtwaists, dresses, pajamas and night shirts. Guaranteed fast colors and a durable quality. 24 inches wide.....**85c**

SILK FOULARDS—42 inches wide, in polka dots only. A splendid heavy quality, very serviceable and practical for dresses and shirtwaists. A \$2.00 value. Mid-season Silk Sale, yard.....**95c**

CHIFFON TAFFETA—36 inches wide; a good, firm quality. Comes in Copenhagen, navy, pink, light blue and black. One of the best values in the.....**89c**

ORIENTAL PONGEE—34 inches wide—direct from the Orient, in the original bale. An ever-popular raw silk fabric that seems as nothing can take its place for making the ever-ready, serviceable Pongee garment—be it shirtwaist, dress, petticoat, auto coat, shirt, night-shirt or pajamas. It is washable, practical and durable. It is a necessity to the summer tourist and "coast goers." This special offer will not be overlooked by the shrewd shopper. Regular \$1.25 value. Mid-Season Silk Sale, yard.....**69c**

PALM CREPE—42 inches wide; a most beautiful dress fabric, in all the wanted shades. \$3.00 and \$3.50 values. Mid-Season Silk Sale, yard.....**\$2.79**

CREPE FAILE—42 inches wide; a new and novel dress fabric, very graceful and rich in effect. All wanted shades. \$3.50 value. Silk Sale, yard.....**\$2.89**

NEEDLE POINT CREPE—40 inches wide; a 1914 novelty crepe—an all silk pique weave. Best \$3.50 quality. Silk Sale, yard.....**\$2.89**

CREPE METEOR AND CREPE DE CHINE—In 100 different shades suitable for all dress purposes. A beautiful, heavy quality worth \$2.25 a yard. Silk Sale price, yard.....**\$1.95**

CREPE BERBER—44 inches wide. An all silk washable fabric for underwear purposes. Comes in light blue, pink and white. Regular \$1.25 value. Silk Sale, yard.....**98c**

MIKADO CREPE—A beautiful wrinkled effect; all silk quality, in a good color assortment. 42 inches wide. A matchless value at, yard.....**\$1.59**

EGYPTIAN CREPE—A splendid heavy silk crepe for street wear. Comes in taupe, navy, Copenhagen, roseola, copper, French blue and black. Best \$3.50 grade, 42 inches wide, at, yard.....**\$2.75**

CANTON CREPE—42 inches wide. A beautiful, heavy, all silk crepe fabric in all the leading shades. Exceptionally good value at, yard.....**\$2.29**

CHIFFON TAFFETAS—We are showing an endless assortment of these beautiful and most popular silks, in plain, glaze and figured effects, at the following special prices:

\$1.00 Values at, yard.....**89c**
\$1.25 Values at, yard.....**\$1.15**
\$1.50 Values at, yard.....**\$1.35**
\$1.75 and \$2 Values, at, yard.....**\$1.59**

CREPE DE CHINE—50 pieces of extra heavy, beautifully finished Crepe de Chine in the season's most wanted colorings. 42 inch, \$1.75 quality. Mid-Season Silk Sale, yard.....**\$1.45**

CREPED AND PLAIN CHIFFON—An unusually firm, soft quality, in a complete color range. 44 inches wide. Best \$1.25 value. Mid-Season Silk Sale, yard.....**95c**

FIGURED DRESS CREPES—A wonderfully complete lot of these most popular and beautiful dress silks. Every yard specially priced as follows:

\$2.00 Values, yard.....**\$1.79**
\$2.50 Values, yard.....**\$2.29**
\$3.00 Values, yard.....**\$2.75**
\$3.50 Values, yard.....**\$3.15**

FOULARDS—1500 yards of extra heavy satin finished foulards—all new 1914 designs and colors. A splendid assortment. Every yard worth 75c a yard. Silk Sale, yard.....**29c**

WASHABLE CREPE DE CHINE—40 inches wide. A splendid silky crepe in all shades. Very suitable for underwear, waists and dresses. Regular 75c value. Mid-Season Silk Sale, yard.....**49c**

CHENEY BROS. "SHOWERPROOF" FOULARDS—One of the most practical and satisfactory of the season's popular silks. A wonderful color assortment in all the new designs, \$1.25 grade at 89c; \$1.00 grade at, yard.....**79c**

ALL SILK FOULARDS—36 inches wide. A splendid satin finish. Extra quality in the new shadings. Real \$1.25 value. Silk Sale, yard.....**89c**

ORIENTAL PONGEE—A most wonderful reduction is shown in this practical raw silk fabric:

\$1.00 Value at, yard.....**49c**
\$1.25 Value at, yard.....**69c**
\$1.50 Value at, yard.....**89c**

COATING PONGEE—Specially priced in the Mid-Season Silk Sale as follows: \$4.00 value \$2.15; \$3.50 value at, yard.....**\$1.79**

WOOLEN DRESS GOODS—During this Mid-Season Silk Sale, we will make special prices on our entire stock of both novel and plain woollens. Read the reductions:

50c Woollens at, yard.....**39c**
75c Woollens at, yard.....**59c**
\$1.00 Woollens at, yard.....**79c**
\$1.25 Woollens at, yard.....**98c**
\$1.50 Woollens at, yard.....**\$1.29**
\$1.75 Woollens at, yard.....**\$1.49**
\$2.00 Woollens at, yard.....**\$1.69**
\$2.50 Woollens at, yard.....**\$1.98**
\$3.00 Woollens at, yard.....**\$2.35**

\$1.50 to \$2.00 Plain and Fancy Silks 89c

2000 yards of the season's most wanted silks, consisting of both plain and fancy weaves and designs. Every yard new, stylish and perfect. 36 to 42 inches wide, and guaranteed to be worth from \$1.50 to \$2.00 the yard. No woman can afford to miss this wonderful offer of new silks, as they are the best values ever offered in El Paso. Come early and be first to select from this grand lot at, yard.....**89c**

Washable Tub Silks, Special a yard 39c

A special purchase of genuine Washable Tub Silks—guaranteed all silk and fast colors. These are here in both corded and striped effects, in a profusion of dainty Summer colorings. These silks are ideal for skirts, shirtwaists, dresses and underwear purposes. Think of the hot Summer Days when you'll want a garment made of this cool silk. There's 1500 yards in the lot. To choose from. While it lasts, buy as much as you want at, yard.....**39c**

Silk Hose, Underwear, Laces, Ribbons, Gloves and Mesh Bags

50c SILK HOSE 43c—Women's silk boot hose with lisle tops and re-inforced heel and toe. Our regular 50c value. Special Monday, a pair.....**43c**

\$1.00 SILK HOSE 83c—Women's full fashioned silk hose with lisle, garter top, re-inforced heel and toe. Shown in black, white, tan and all the new spring shades. Our regular \$1.00 value. Special Monday, a pair.....**83c**

\$1.50 SILK HOSE \$1.13—Extra fine quality all silk hose that are perfect fitting and serviceable. Our regular \$1.50 grade. Monday special, a pair.....**\$1.13**

SILK UNDERWEAR—Women's pure silk vests and pants at very special prices. The vests are shown in both plain and self embroidered styles, in white, pink and sky blue. Kinds that sell regularly at \$3.00 to \$4.00, offered at.....**\$2.49**

LACES AND TRIMMINGS—We especially urge those who attend the Silk Sale to inspect our Lace and Trimming Department. Our assortment is very comprehensive, combining all the staple as well as novelty laces that will be worn this Spring. Shadow Laces of cotton and Silk Net Tops, Two-Tone and Chantilly Laces in a complete range of widths and patterns. These are especially adapted as a trimming for the soft texture silks as well as for Foulards. All at prices that will appeal to the economical buyers.

KAYSER'S SILK GLOVES—Made with double finger tips; plain and the season's newest creations in novelty effects: tufted and embroidered tops—some stitched with contrasting colors. Our showing represents the most desired match shades, black and white. Priced at a pair,.....**50c**

\$6.00 MESH BAGS \$2.49—A very fortunate purchase enables us to offer a lot of 50 Mesh Bags at a big saving.

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Spring Fashion Notes and Doings In the Apparel Section

The New Wool Suits

Two Feature Lines at \$25 & \$34.50

THE woolen suits for Spring are grace itself. The snappy little short coats, the graceful lines in the skirts and the delightful overkirt effects give an air of smartness that has not been evident in suit styles for some time.

It is a pleasing exhibit we are inviting you to. The largest assortment we have ever had to display at this season—not complete, of course, but well assorted as to price and enough styles in each grade to satisfy. We feature two extra strong lines—every suit an exceptional value at \$25 and \$34.50

The New Silk Suits

Extra Values at \$25 and \$34.50

FASHION points to a large silk suit season. We have made extra preparations to meet the demands. We are showing a handsome assortment of Silk Suits in Plain and Shot Taffeta, Faile, Silk Poplin and Moire Antique. These are made in short coats and popular bolero styles; skirts are in the two and three-flounce effects, all newest Spring models, in black and all the wanted shades. Ask to see our feature numbers at \$25 and \$34.50.

The New Gowns of Silk

See Our \$25 and \$34.50 Values

SPECIAL early purchases bring us a collection of the new costumes which carry out the ideas of Poiret, Premet, Callot Roberts, Drecoll and other designers of note. Street, afternoon and dancing gowns, of Chiffon Taffeta, Flowered Crepe, Pussy Willow Silks, Georgette Crepe, Flowered Chiffon or Crepe Charmeuse; also nets and laces in the most artistic combinations. Many beautiful colorings, from the delicate evening shades to such serviceable colors as navy, blue, black and white and black. New bustle, bouffant and panther styles are shown. All remarkable values at \$25, \$34.50 and up. We show lovely styles in three-piece dresses.

Shop By Mail at the "Popular" and Get Good Service

IT IS convenient and economical. No matter what you want, whether advertised or UN-advertised the "Popular" has it for less money than anywhere else. Write the "Popular's" Mail Order Shopping Service for it TODAY. We prepay parcels post mailable packages anywhere in Texas, Arizona and New Mexico.

The Spring Blouses are Attractive

THERE is no other house in El Paso that can show the genuine Paul Poiret Model Blouses. They are exceedingly clever and novel, made of finest Habutai, White Crepe, Printed Crepe, Crepe de Chine and Japanese printed effects. In dressy waists we show beautiful examples, produced by the best makers in this country. Made of Georgette Crepes, Printed Chiffons, Crepe de Chine, Lace, Fancy Nets and finest Lingerie. Garments that you will admire. We have never shown so many different styles in white Blouses; pretty effects that are inexpensive. Made of Cotton Voiles, sheer Crepe, Lingerie Cloth, etc. Hundreds and hundreds of beautiful styles, priced as low as 95c.

The Popular
DRY GOODS CO., INC.

New Spring Millinery

See Our \$5.00 Special Values

MANY important things have happened in the Millinery Section this past week. In came some of the designers who had been away gathering ideas and information regarding the Spring styles. Then came Mme. Stalker, the millinery buyer, from her New York trip, full of ideas and enthusiasm. In advance and in her wake come box after box of Imported Hats, American made Hats, Untrimmed Shapes, Trimmings and other supplies. Everything was hustle, bustle and confusion for several days, but now everything is unpacked, marked and placed in the cases—and tomorrow we invite you to come and see the new things. While the showing, of course, is not absolutely complete, yet it is remarkably complete for this early in the season. You'll find the display a most pleasing one—and you'll find polite and courteous people to show you the new things—and help you in any way they can.

See Our Hair Goods
Ad on Page Four of
This Issue of The Herald

